

# Why do I need to disinfect?

The difference between...

Concentrated disinfectant

Everyday cleaner



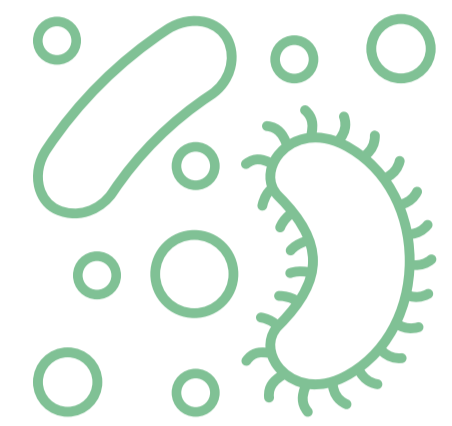
**KILLS**  
**99.9%**  
OF BACTERIA



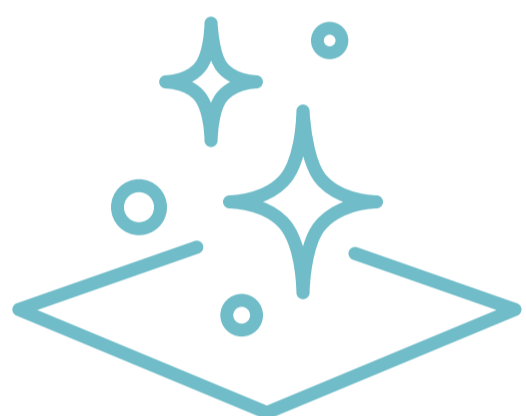
**REMOVES**  
THE BACTERIA  
THAT CAUSES  
**ODOURS**



A 'CLEANER'  
**CANNOT**  
**ELIMINATE**  
GERMS OR BACTERIA

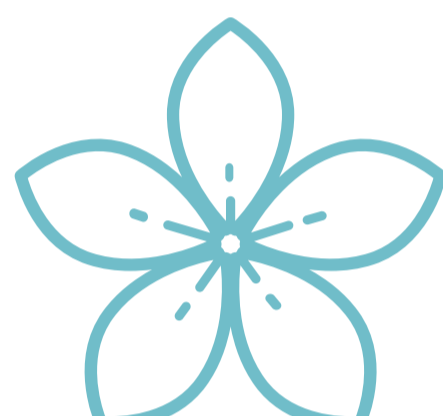


CLEANING SPONGES  
AND CLOTHS  
**HARVEST**  
**GERMS**

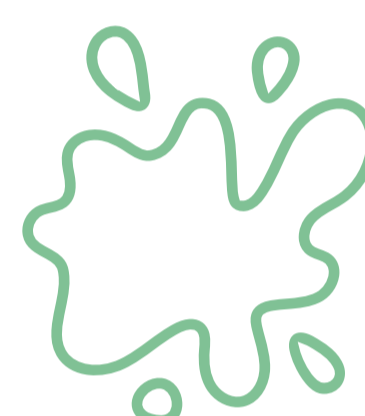


**REMOVES**  
**VISABLE**  
**DIRT**

- DOES NOT CUT THROUGH GREASE -



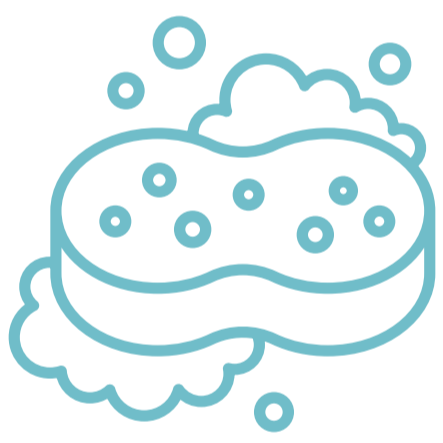
LEAVES SURFACES  
**SMELLING**  
**FRAGRANT**  
**FRESH**



**REMOVES**  
**VISABLE**  
DIRT AND GREASE



CREATES A CLEAN  
**SMELLING**  
ATMOSPHERE



**STOPS**

BACTERIA REPRODUCTION  
**ON CLOTHES**  
**AND SPONGES**

*Disinfecting*

Removal of bacteria on the surface

*Cleaning*

Visibly clean but full of germs

But it looks clean! ↘



A child's high chair carries  
**1,500 TIMES**  
more faecal bacteria than  
the same child's potty



The average home  
office desk is home to  
**20,000 GERMS**  
per square inch



It's estimated that the  
telephone ear and mouth  
piece carries up to  
**1,400 BACTERIA**